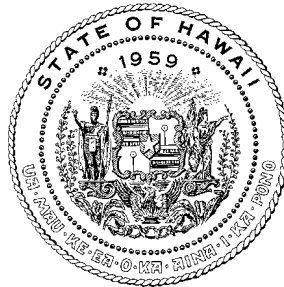


REPORT TO THE TWENTY-SECOND LEGISLATURE

STATE OF HAWAII 2003 REGULAR SESSION

Report on the Overall Strategy, Policy, and Plan to Award Tourism Product Enrichment and Diversification Grants



Prepared by
Hawaii Tourism Authority

In response to House Concurrent Resolution No. 72

Twenty-first Legislature
2002 Session

November 2002
[Report reflects information available as of November 1, 2002]

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OVERVIEW

Beginning in late 2001 at the direction of the Hawaii Tourism Authority (HTA) Board of Directors, the staff of the HTA Product Development Program (PDP) reviewed, assessed, and formulated plans to develop a “county” program that could be incorporated into the overall HTA tourism product enrichment strategy. Subsequently, the 21st Legislature adopted House Concurrent Resolution No. 72 (H.C.R. 72) (see attached copy) “urging the Hawaii Tourism Authority to develop an overall strategy, policy, and plan to award tourism product enrichment and diversification grants.” More specifically, it suggested that the HTA should:

- “consider distributing grants to each county based on need rather than a predetermined percentage formula;”
- “consider taking steps to ensure that payments for grant awards are issued in a timely manner to enable the projects to meet their financial obligations;” and
- “consider increasing the total amount allocated for product enrichment funding to reflect the new strategy, policy and plan for tourism product enrichment and diversification.”

H.C.R. 72 also resolved that the HTA consider utilizing a county, private, or nonprofit agency in each county, selected by the respective mayors of each county, to administer the program and work under the direction, management review, and oversight of the HTA.

At the HTA Board of Directors Meeting of April 17, 2002, the PDP staff proposed a first-ever “Product Development Program: 2002-2003 Strategic Plan” (Plan). (A brochure outlining the Plan was developed and previously distributed to members of the legislature as were copies of the full Plan. Both publications are available upon request.) The purpose of the Plan was to provide clear direction and increased emphasis on tourism product development activities carried out by the HTA. Guided by the strategic direction and initiatives specified for the HTA in its “2002 Ke Kumu: Strategic Directions for Hawaii’s Visitor Industry” (Ke Kumu), the Plan proposed specific suggestions for organizational and operational improvements for the HTA’s

product development activities and called for the formalization of a “Product Development Program” within the HTA organizational structure.

One of the conclusions reached through the development of this Plan was that to better implement programs to reach product development goals and objectives, more effort would have to be placed on developing and nurturing partnerships to effect change and impact Hawaii’s visitor industry. In particular, the PDP proposed the establishment of a “County Product Enrichment Program” to enable more efficient and effective use of State funds in support of tourism product enrichment activities. It was also determined that the PDP should continue to support “Major Festivals,” “Greeters Programs,” visitor industry support services such as the Visitor Aloha Society of Hawaii (VASH), and other programs that sustain Hawaii’s visitor industry and enhance Hawaii as a destination. Additionally, the Plan determined that the PDP must be more proactive and initiate and advocate for activities and programs of importance and value to Hawaii’s tourism product. The HTA Board of Directors approved this Plan and the PDP staff has been implementing major elements of the plan since that time.

COUNTY PRODUCT ENRICHMENT PROGRAM

The Plan specifically called for the development of a new County Product Enrichment Program (CPEP), allocating a percentage of the product enrichment funds to each of the four major Hawaii counties (City and County of Honolulu, County of Hawaii, County of Kauai, and County of Maui). The PDP proposed entering into contracts with each county to either conduct their own product enrichment projects and/or to enter into sub-contracts with other organizations to conduct product enrichment projects within their respective counties.

For the first transitional year, it was recommended that the county contracts run from July 1, 2002 to December 31, 2003, to bring the product enrichment program activities in line with the other HTA programs that operate on a calendar year basis. Additionally, after reviewing past funding levels and comparing various allocation formulas, it was determined that, for this trial period, the most equitable allocation was one that provided equal funding levels of \$600,000 to each county for the 18-month period.

In considering this change to the product enrichment program activities, the following assertions became clear:

- The HTA must continue to have management oversight responsibilities to ensure the overall HTA mission and goal, and the subsequent PDP vision and goals, remain the focus of these efforts.
- The county representatives have a closer physical and working relationship with various project organizers in their county. Transferring duties such as evaluation of proposals, contracting with individual entities and on-island oversight responsibilities to the counties would enable county officials to nurture and observe organizers on a more regular basis thus improving accountability and expanding support services to the organizers.
- Increasing county control of this program would provide each county with more flexibility for funding of new projects, decrease duplication of funding for the same projects, and increase effectiveness and efficiency in the use of both county and state funds and resources. Taking the program to the local level would also expedite the contract process, dispensing funds more promptly to project organizers.
- Engaging the local government in the process would allow for increased community input and control of their respective tourism product.

GENERAL GUIDELINES

The following guidelines were developed to provide direction, continuity and consistency between the new county programs and the current product enrichment activities following the overall strategic direction of the HTA as specified in Ke Kumu. County representatives were instructed to:

- Support a minimum of 10 projects and limit award amounts to no more than \$100,000 per project;

- Consider projects under the niche market areas targeted in Ke Kumu (i.e., agri tourism, cultural tourism, eco tourism, health and wellness tourism, edu tourism, or techno tourism);
- Make special efforts to ensure that activities and experiences for visitors and residents are spread throughout the year with particular emphasis on the traditionally slower visitor arrival months;
- Consider the geographic regions within each county and place special emphasis on supporting projects in rural communities of the county;
- Afford special consideration to those projects that support the perpetuation, preservation or promotion of Hawaii's host culture;
- Provide special consideration to those projects that involve multiple industry participation and impact, and afford special consideration to community-based programs; and
- Refer projects with multiple island/statewide impact to the PDP for consideration under the Statewide Product Enrichment Program.

The guidelines also provided the counties with the option of applying for funding through this program, in accordance with the same application process required of other applicants, to support county directed, operated and managed programs. However, the counties were required to establish a CPEP Oversight Committee to assist with program direction and proposal evaluations. These committees were to include various community members representing a diverse range of community interests such as the county government, trade associations, community organizations, visitor industry, and other targeted industries, in particular, the six targeted niche areas of agriculture, education, nature, health and wellness, technology and culture.

A representative of the HTA PDP was required to be one of the Oversight Committee members. At least 3 committee members were to evaluate each proposal with the HTA PDP representative

and the county representative reviewing all of the proposals. Members with direct interest or ties to any individual proposal were required to recuse themselves from evaluating and voting on the proposal. Every effort was made to have the expert representative of the niche market area evaluate proposals affecting their area of expertise. Based on the evaluations and discussions, the Oversight Committee determined which projects should be funded and how much should be awarded.

Additionally, it was stipulated that:

- Not more than 10% of the HTA allocation to the county representative was to be used to administer the CPEP;
- The HTA, in conjunction with the counties, was to hold public meetings in each county to announce and explain the CPEP;
- The counties were allowed to select the process by which funds were awarded and could solicit proposals through a traditional “Request for Proposal” (RFP) process and/or through other fund awarding procedures as authorized by their county; and
- The county representative was required to adhere to all other legal and financial regulations as required by law.

ACTIONS TO DATE

The PDP staff has provided leadership and guidance to the county staff responsible for this program since its inception. As of November 1, 2002, the following activities have been completed with each county:

- By March 20, 2002, all counties had been contacted by phone or in person to discuss the possibility of the new CPEP and to determine whether or not the county wanted to participate in the program. All counties agreed to participate and each county was asked to assign a representative to serve as the main point of contact for the HTA. The county representative

was then invited to attend the HTA Product Development Committee meeting on April 3, 2002 to hear the presentation on the new program and provide input. Formal invitation letters were sent to each county on March 28, 2002 to confirm these discussions.

- On April 3, 2002, following the approval by the HTA Product Development Committee of the Plan, a meeting was held with all county representatives to discuss the initiation of the CPEP, answer any questions, and gather input. Copies of the Plan were provided to each county representative at this meeting. The Plan included the CPEP Implementation Plan and sample documents for the counties to develop RFP information and application packets, report and evaluation forms, advertisements, and timelines.
- Beginning in April 2002, press releases, advertisements, flyers, and over 1,000 letters were developed by the HTA with input from each county to announce the availability of the RFP and the dates of the workshops planned to explain the new program. These were distributed to organizations in the HTA and county databases that had expressed an interest in such programs, the Hawaii State Legislature, the HTA Board of Directors, and the media.
- Public workshops were held with the counties on all islands to present the new program and answer questions from the public. The workshop dates and locations were determined by each county. The County of Kauai and the County of Hawaii also elected to hold press conferences to announce and explain the program to the media prior to the public workshops.
- A PDP staff member has served on each of the 4 CPEP Oversight Committees, participating in the review of all proposals received and meeting with the community members to determine awards.
- Agreements were executed between each county and the HTA to conduct this program and to allow for transfer of funds from the HTA to the county.
- The PDP staff remains available to each county to answer any and all questions about the program and provide guidance and support.

COUNTY OF KAUAI

A public workshop was held on May 9, 2002 in Lihue with 35 community members in attendance. A press conference with Mayor Maryanne Kusaka preceded this workshop.

The Oversight Committee includes: Muriel Anderson, Nalani Brun, Mamo Cummings, Judy Drosd, Laurie Ho, John Isobe, Darryl Kaneshiro, Sue Kanoho, Virginia Kapali, Bill Spitz, and Mary Jo Sweeney. Following individual review and scoring of all proposals by committee members, the Oversight Committee met on July 10, 2002 to discuss recommendations for all proposals.

In addition to the guidelines set by the HTA, the County elected to further restrict award amounts to no more than \$50,000 per project. A deadline of July 1, 2002 was set for applications to be submitted to the County. By the deadline, 88 proposals requesting \$2.3 million had been received. Requests ranged from \$2,000 to \$146,169 per project. After evaluations and discussions were completed, 51 projects were awarded funds ranging from \$3,400 to \$30,000. In addition, the County elected to use a portion of their HTA allocation to produce a brochure to market their county as the “Festivals Island” and promote the many festivals that occur on Kauai throughout the year. (See attached list of awards.)

COUNTY OF HAWAII

Public workshops were held on June 6, 2002 in Hilo and June 13, 2002 in Kona with a total of 112 community members attending the meetings. A press conference preceded the Hilo meeting with Mayor Harry Kim presiding.

The Oversight Committee includes: Lori Andrade, George Applegate, Robbie Blane, Melvin Jadulang, Millie Kim, Susan Labrenz, Pat Linton, Iopa Maunakea, Dickie Nelson, Monty Richards, Dane Shibuya, Jane Testa, and Roxcie Waltjen. Beginning in July 2002, the Oversight Committee has met monthly to discuss program direction, evaluate proposals and award funding. Plans call for these meetings to continue through the application period as needed.

In addition to the guidelines set by the HTA, the County elected to further restrict award amounts to no more than \$50,000 per project. Additionally, while a standard RFP was issued to garner applications, the County has elected to run a long-term application period allowing for submissions from July 1, 2002 to June 30, 2003 to cover projects from July 1, 2002 to December 31, 2003. As of November 1, 2002, 29 proposals requesting a total of just over \$900,000 had been submitted and reviewed. Requests ranged from \$5,000 to \$50,000. Of those, 7 have received funds ranging from \$10,000 to \$50,000 for a total of \$158,290 awarded to date. Many of the applicants are in discussions with the County to refine their proposals for possible reconsideration. (See attached list of awards.)

COUNTY OF MAUI

Public workshops were held June 17, 2002 on Maui, June 18, 2002 on Molokai, and June 19, 2002 on Lanai. Six (6) community members attended the Lanai meeting, 14 were at the Molokai meeting, and 51 attended the Maui meeting.

The Oversight Committee includes: Rosalyn Baker, Sandy Beddow, Robbie Blane, Karen Fischer, Monnie Gay, Clark Hashimoto, Waynette Ho-Kwon, Carl Lindquist, Lori Sablas, Jeanne Skog, Terryl Vencl, Marsha Wienert, and Lynne Woods. The Oversight Committee met on May 15, 2002 to learn about the CPEP and the County's plans for implementation, and met twice in August to review and discuss proposals and recommend awards.

A deadline of July 31, 2002 was set for submissions to the County's RFP which was formally issued on June 17, 2002. Thirty-five (35) proposals requesting over \$1.9 million were received by the deadline. Requests ranged from \$10,000 to \$100,000. Fifteen (15) projects were awarded funds ranging from \$15,000 to \$75,000 with 4 projects spanning the years 2002 and 2003. Of these projects, 13 occur on Maui, 1 on Molokai and 1 on Lanai. (See attached list of awards.)

CITY AND COUNTY OF HONOLULU

A public workshop was held on July 2, 2002 in Honolulu with over 100 community members in attendance.

The Oversight Committee includes: Muriel Anderson, Phoebe Beach, Christina Kemmer, Michelle Kennedy, Manuel Menendez, and Joseph Young. The Oversight Committee met 4 times from August to October to review all proposals and recommend awards.

A deadline of July 31, 2002 was set for submissions to the City for consideration under the CPEP. Ninety-seven (97) proposals requesting approximately \$6 million were received by the deadline. Requests ranged from \$5,000 to \$1,782,000. As of November 1, 2002, 46 projects were awarded funds ranging from \$2,000 to \$30,000. (See attached list of awards.)

ACCOUNTABILITY

Each county was required to evaluate submitted proposals following a pre-determined criteria as outlined in their RFP information and application packets. Members of the Committee scored the proposals on standard scoring sheets, ranking proposals on the qualifications and/or experience of the applicants; on fiscal responsibility as demonstrated by financial statements, budgets and cash flow statements; and on the proposal itself, taking into account items such as project feasibility, ability to meet HTA and county objectives, economic impact, project sustainability and degree of community support. Scores were summarized to provide guidance as to the quality and suitability of the proposals, and Committee meetings were held to discuss each project and determine final recommendations. (See attached sample proposal evaluation form.)

Project organizers are required to complete a final written report and final financial report once their project is completed. (See attached sample report forms.) Each county will then provide copies of these reports to the HTA PDP for review and information. These reports provide qualitative and quantitative information on the results of the events and activities.

Counties are required to provide written quarterly status reports to the HTA. Additionally, counties will be required to attend regular group meetings to report on their progress and to share information on successful as well as challenging activities or procedures. The first such meeting is scheduled for November 15, 2002.

The counties will also be required to complete a final written and financial report on the total use of the CPEP funds to the HTA. A review of the results of this program will be based on the information provided by the counties and the individual project organizers as well as on personal observation of various projects by the HTA PDP staff. Following completion of the program, the HTA PDP staff will conduct a final evaluation of the program and complete a final written evaluation form. (See attached sample final evaluation form.)

FUTURE PLANS

For this inaugural year, the program runs for 18 months until December 31, 2003. As such, final reports and comprehensive analyses of the success and impact of the program have not yet been completed. However, based on feedback from the counties and committee members to date, the new CPEP appears to be a success. Of course, the program did not run without some concerns and challenges. Given that this was the first year for a very new program and given that some of the counties chose to use this pilot year as a time to test out new procedures, there were some delays in decision-making about awards and in the execution of contracts. In addition and understandably, a project of this magnitude presented some staff challenges and those are being addressed by each county.

In general, the county representatives and committee members involved in the program have elected to view the CPEP as an opportunity to take control of the direction and growth of their visitor industry in particular and their economic and social health in general. The HTA's relationships with the counties have strengthened and evolved into true partnerships, opening the doors for further dialogue, collaboration and cooperation. As we move forward, we expect to see more individuality in the program as each county develops more specific goals and objectives for their community's tourism product development initiatives.

Ongoing discussions continue between the HTA PDP and the counties and regularly scheduled meetings are planned. The counties have established systems for evaluating activities that have been awarded funds through this program with committee members participating in the onsite reviews. The HTA plans to continue to work on strengthening these new partnerships to benefit all concerned, increasing efficiency, effectiveness, and accountability for the counties and the

State, while improving service to the community organizations in charge of implementing the various activities for our residents and visitors.

HTA
READ

HR 41

HOUSE OF REPRESENTATIVES
TWENTY-FIRST LEGISLATURE, 2002
STATE OF HAWAII

H.C.R. NO. 72

HOUSE CONCURRENT RESOLUTION

URGING THE HAWAII TOURISM AUTHORITY TO DEVELOP AN OVERALL
STRATEGY, POLICY, AND PLAN TO AWARD TOURISM PRODUCT
ENRICHMENT AND DIVERSIFICATION GRANTS.

1 WHEREAS, tourism product enrichment and diversification
2 grants are awarded by the Hawaii Tourism Authority to promote
3 local tourism related programs, events, activities, and
4 attractions; and

5 WHEREAS, these programs, events, activities, and
6 attractions focus on agriculture, culture, education, health and
7 wellness, ecology and technology; and

8
9
10 WHEREAS, the grants provide island and community
11 organizations with funds to grow and enrich Hawaii's inventory
12 of tourism product offerings; and

13
14 WHEREAS, while the grant program has been successful in
15 some areas, it has also had its difficulties, including failure
16 to pay grant awards on a timely basis resulting in some grant
17 winners foregoing their awards causing them needless
18 embarrassment and wasting their time and resources; and

19
20 WHEREAS, the grant program appears to be lacking an overall
21 strategy, policy, and plan, as well as the execution of that
22 plan, to ensure the equitable and expeditious distribution of
23 grants to deserving island organizations; now, therefore,

24
25 BE IT RESOLVED by the House of Representatives of the
26 Twenty-first Legislature of the State of Hawaii, Regular Session
27 of 2002, the Senate concurring, that the Hawaii Tourism
28 Authority is urged to develop an overall strategy, policy and
29 plan to award tourism product enrichment and diversification
30 grants; and

31
32 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority in
33 developing an overall strategy:



- (1) Consider distributing grants to each county based on need rather than a predetermined percentage formula;
- (2) Consider taking steps to ensure that payments for grant awards are issued in a timely manner to enable the projects to meet their financial obligations; and
- (3) Consider increasing the total amount allocated for product development funding to reflect the new strategy, policy and plan for tourism product enrichment and diversification;

and

BE IT FURTHER RESOLVED that the Hawaii Tourism Authority consider utilizing a county, private, or nonprofit agency in each county, selected by the respective mayors of each county, to administer the grant program and work under the direction, management review, and oversight of the Hawaii Tourism Authority; and

BE IT FURTHER RESOLVED that the Hawaii Tourism Authority, is requested to report on its progress to the Legislature twenty days before the convening of the Regular Session of 2003; and

BE IT FURTHER RESOLVED that certified copies of this Concurrent Resolution be transmitted to the Executive Director of the Hawaii Tourism Authority, the mayors of each county, and any other interested party identified by the Executive Director of the Hawaii Tourism Authority.

OFFERED BY:

Michael Y. Mungo
Wille Eyo
Nathan Suzuki
Benjamin
Michael P. Kahikina
George P. Abinany, Jr.

COUNTY OF KAUAI
CPEP Awards - AS OF NOVEMBER 1, 2002
July 1, 2002 - December 31, 2003

Organization	Event	Date of Event	Award
Agriculture			
Kauai Taro Growers Assn.	Kauai Taro Festival 02	Oct. 15-26, 2002	\$25,000
Culture			
Aloha Plenty	Slack Key and Uke Promotion	ongoing weekly	\$2,500
Historic Hanapepe Town	Launa Ohana 02	Dec. 7, 2002	\$5,000
Historic Hanapepe Town	Launa Ohana 03	Sept. 20 and Dec. 6, 2003	\$10,000
Hui O Laka	Eo Emmalani Festival 02	Oct. 12-13, 2002	\$15,000
Hui O Laka	Eo Emmalani Festival 03	Oct. 11-12, 2003	\$15,000
KAGRA	All Girls Rodeo 03	Sept. 2003	\$6,000
Kamanawa Foundation	Kauai Polynesian Festival 03	May 23-25, 2003	\$25,000
Kapaa Business Assn.	Coconut Festival 02	Oct. 5-6, 2002	\$20,000
Kapaa Business Assn.	Coconut Festival 03	Oct. 4-5, 2003	\$20,000
Kauai Japanese Cultural Society	Matsuri Kauai 02	Oct. 12, 2002	\$5,500
Kauai Japanese Cultural Society	Matsuri Kauai 03	Sept. 27, 2003	\$5,500
Kauai Mokihana Festival	Mokihana Festival 02	Sept. 22-28, 2002	\$30,000
Kauai Mokihana Festival	Mokihana Festival 03	Sept. 21-27, 2003	\$30,000
Kauai Pow Wow Council	Indian Summer Pow Wow 02	Oct. 12-13, 2002	\$2,500
Kauai Pow Wow Council	Indian Summer Pow Wow 03	Oct. 2003	\$2,500
Kauai Products Council	Product Fairs 02 and 03	six times from Sept. 2002 to Nov. 2003	\$15,000
Kauai Rodeo Club	Koloa Days Rodeo 03	July 27, 2003	\$5,000
KEDB	West Kauai Visitor Center 02 & 03	ongoing weekly	\$15,000
Koloa Plantation Days	Pau Hana Plantation Style 02	July 20-28, 2002	\$30,000
Koloa Plantation Days	Pau Hana Plantation Style 03	July 19-27, 2003	\$30,000
Konohiki Vision	West Kauai Craft Fairs 02	July 13, Aug 17 & Sept. 14, 2002	\$15,000
Na Kalai Waa	Na Pali Challenge 02	Aug. 10, 2002	\$5,000
Na Kalai Waa	Na Pali Challenge 03	Aug. 9, 2003	\$5,000
Prince Albert Foundation	Prince Albert Festival 03	May 10-19, 2003	\$20,000
Seacliff School	Heiva 2002 Kauai	Aug. 2-4, 2002	\$5,000
Storybook Theatre	Princess Kaiulani Festival 03	Oct. 16-18, 2003	\$5,000
WKBPA	Kauai Cowboy Roundup 03	June 1, 2003	\$5,000

COUNTY OF KAUAI
CPEP Awards - AS OF NOVEMBER 1, 2002
July 1, 2002 - December 31, 2003

Organization	Event	Date of Event	Award
WKBPA	Waimea Town Celebration 03	Feb. 21-22, 2003	\$25,000
Education			
Kaliula Foundation	E Pili Kakou	Jan. 24-25, 2003	\$10,000
KHS PTSA	Agenosho Education Program	Oct. 16-19, 2002	\$3,400
Poipu Beach Foundation	Hawaiiiana Festival 02	Oct. 10-12, 2002	\$5,000
Poipu Beach Foundation	Hawaiiiana Festival 03	Oct. 9-11, 2003	\$5,000
Poipu Beach Foundation	Prince Kuhio Celebration of Arts	March 29, 2003	\$10,000
Health & Wellness			
Hawaii Health	KauaiHealthGuide.com	ongoing	\$10,000
Nature			
Hui O Laka	Banana Poka Roundup 03	May 25, 2003	\$7,700
Technology			
KEDB	Techno Tourism Marketing	ongoing	\$25,000
		TOTAL AWARDED:	\$475,600
County of Kauai	Festivals Marketing Program	ongoing	\$64,400
County of Kauai	CPEP Administrative Support	ongoing	\$60,000
		TOTAL EXPENDED:	\$600,000

COUNTY OF HAWAII
CPEP Awards - AS OF NOVEMBER 1, 2002
July 1, 2002 - December 31, 2003

Organization	Event	Date of Event	Award
Agriculture			
Big Island Group	Hawaii's Big Island Festival Agriculture Tent	Oct. 30 - Nov. 3, 2002	\$35,000
Watermark Publishing	Exploring the Hamakua Coast	ongoing	\$15,000
Culture			
HIEDB	He Halia Aloha o Liliuokalani Festival	Sept. 28-29, 2002	\$23,290
He Kula Na Mea Hawaii	Hula Fest VI	Aug. 31 - Sept. 1, 2002	\$10,000
Kahilu Theatre Foundation	Waimea Ukulele & Slack Key Guitar Institute	Nov. 8-11, 2002	\$10,000
Education			
The Kohala Center	The Kohala Center: Hawaii as Science Dest.	ongoing through June 30, 2003	\$50,000
Health & Wellness			
Big Island Intl Marathon	Big Island Intl Marathon & Wellness Program	March 23, 2003	\$15,000
Nature			
Technology			
		TOTAL AWARDED:	\$158,290
County of Hawaii	CPEP Administrative Support	ongoing	\$60,000
		TOTAL EXPENDED:	\$218,290

COUNTY OF MAUI
CPEP Awards - AS OF NOVEMBER 1, 2002
July 1, 2002 - December 31, 2003

Organization	Event	Date of Event	Award
Agriculture			
Lahaina Town Action Committee	A Taste of Lahaina & Best of Island Music	Sept. 14-15, 2002	\$25,000
Lahaina Town Action Committee	A Taste of Lahaina & Best of Island Music	Sept. 13-14, 2003	\$25,000
Maui Agricultural Foundation	The Ulupalakua Thing	April 26, 2003	\$20,000
Maui County Farm Bureau	Maui Pineapple Picnic Festival	Sept. 20, 2003	\$15,000
North American Farmers Direct Marketing Asso.	Capture the Opportunities	Dec. 2003	\$25,000
Culture			
Destination Lanai	Pineapple Festival	July 5, 2003	\$20,000
Lahaina Town Action Committee	In Celebration of Canoes	May 10-24, 2003	\$75,000
Maui Arts & Cultural Center	Hoonanea & Hawaii's Culture 2002-2003	ongoing to June 30, 2003	\$15,000
Maui Arts & Cultural Center	Kihoalu Festival 2003	June 23, 2003	\$15,000
Maui Community Theater	Theater on the Isle	ongoing to Aug. 30, 2003	\$35,000
Native Hawaiian Tourism & Hospitality Asso.	The Celebration of the Arts (also edu- and eco-tourism)	April 17-20, 2003	\$25,000
Education			
Hawaii Filmmakers Initiative	International Cinematic Arts Program (also techno-tourism)	May 2003	\$30,000
Lahaina Town Action Committee	Lahaina Historic Trail	ongoing through Sept. 2003	\$36,000
Health & Wellness			
Maui Economic Development Board	LifeFest	Sept. 11-14, 2003	\$75,000
Nature			
Technology			
Maui Economic Development Board	Meeting Visions: Emerging Technology	Dec. 5-9, 2002	\$70,000
		TOTAL AWARDED:	\$506,000
County of Maui	CPEP Administrative Support	ongoing	\$60,000
		TOTAL EXPENDED:	\$566,000

CITY AND COUNTY OF HONOLULU
CPEP Awards - AS OF NOVEMBER 1, 2002
July 1, 2002 - December 31, 2003

Organization	Event	Date of Event	Award
Agriculture			
Hawaii Forest Industry Association	Hawaii's Woodshow 2003	Sept. 1, 2003	\$5,000
Culture			
Bishop Museum	Ola Na Moolelo; Taste of Hawaii; Hula the Dance of Poetry	3 events through Dec. 2003	\$30,000
Filipino Community Center	Filipino Fiesta and Parade	May 3, 2003	\$10,000
Friends of Waipahu Cultural Garden Park	Variety of Events	8 events through Dec. 2003	\$18,000
Haleiwa Arts Festival	Haleiwa Arts Festival	July 26-27, 2003	\$8,000
Hawaii Maoli	Prince Jonah Kuhio Kalaniana'ole Commemorative Parade	March 29, 2003	\$10,000
Hawaii Maritime Center	Honolulu Harbor Festival	Nov. 9, 2002	\$7,500
Hawaii Theatre Center	Hawaiian Music Series	ongoing to May 2003	\$8,000
Hawaii United Okinawa Association	Worldwide Unchianchu Conference in Hawaii	Aug. 30 - Sept. 3, 2003	\$25,000
Historic Hawaii Foundation	Downtown-Chinatown Historic Trail	ongoing	\$25,000
Japanese Cultural Center of Hawaii	Matsuri Festival Package	ongoing	\$25,000
Kailua Chamber of Commerce	Island Traditions Windward Sunset at the Park	Oct. 4-6, 2002	\$22,000
Kapiolani Community College Interpret Hawaii Program	Kookipa Me Ke Aloha	ongoing	\$25,000
Moanalua Gardens Foundation	Prince Lot Hula Festival	July 20, 2002	\$22,500
Pearl City Foundation	Aiea/Pearl City Sunset in the Park	May 1-31, 2003	\$25,000
TEMARI Center for Asian & Pacific Arts	Kadomatsu A New Year Festival; Kapa/Washi/Paper	3 events through Dec. 2003	\$25,000
The Friends of Iolani Palace	Multi-language Audio Guides at Iolani Palace	ongoing to June 2003	\$15,000
Turtle Bay Resort and OVB	North Shore Food & Wine Festival	May 14-19, 2003	\$25,000
Valley of Rainbows	Rediscover Oahu/Waianae	Aug. 1-31, 2002	\$25,000
Waikiki Improvement Association	Waikiki Spam Jam; Fourth of July; Holoholo Kai Surfing and Canoeing Festival	3 events through Oct. 2003	\$25,000
Waipahu Community Association	Taste of Waipahu	Nov. 9, 2002	\$15,000
Windward Ahupuaa Alliance	Koolau Greenbelt & Heritage Trails System	Sept. 1 - Dec. 31, 2002	\$5,000
Windward Hoolaulea	Windward Hoolaulea	Sept. 7, 2002	\$5,000
World Invitational Hula Festival	E Hoi Mai I Ka Piko Hula	Nov. 7-9, 2002	\$20,000

CITY AND COUNTY OF HONOLULU
CPEP Awards - AS OF NOVEMBER 1, 2002
July 1, 2002 - December 31, 2003

Organization	Event	Date of Event	Award
Education			
442nd Veterans Club	442nd Veterans Club 60th Reunion	April 3-6, 2003	\$3,000
Council for Native Hawaiian Advancement	Second Annual Native Hawaiian Conference	Sept. 1, 2003	\$2,500
E Komo Mai Hawaii	E Komo Mai Hawaii Summer Camp	March 1 - July 31, 2003	\$4,500
Friends of Heeia State Park	Sun Spot	March 14-16, 2003	\$5,000
Japanese Cultural Center of Hawaii	Japan-Hawaii School Excursion Program	ongoing	\$30,000
Superior Bands	Waikiki Holiday Parade	Nov. 28, 2003	\$2,000
Health & Wellness			
Haleiwa Main Street Business Association	Go North Shore Sunset on the Beach	May 10-11, 2003	\$25,000
HawaiiHealthGuide.com	OahuHealthGuide.com	ongoing to Dec. 2003	\$5,000
Waianae District Comprehensive Health and Hospital Board	Sharing Traditions: Generation to Generation	Dec. 10-14, 2002	\$20,000
Nature			
Technology			
		TOTAL AWARDED:	\$523,000
City & County of Honolulu	CPEP Administrative Support	ongoing	\$60,000
		TOTAL EXPENDED:	\$583,000

Project Number _____

HAWAII TOURISM AUTHORITY
COUNTY PRODUCT ENRICHMENT PROGRAM
PROPOSAL EVALUATION FORM

S A M P L E

Proposer's Name _____ Project Name _____

Evaluator's Name _____ Location _____

Amount Requested \$ _____ Niche Market _____

Please assign a score to each item using the following scoring key:

- 1 = Unsatisfactory
- 2 = Below average
- 3 = Average
- 4 = Above average
- 5 = Outstanding

QUALIFICATIONS/EXPERIENCE (25%)

Depth and breadth of experience in performing similar work _____

Level of integrity, reliability and credibility of the organization _____

Staff resources of contractor/sub-contractor including relevant expertise of individuals
responsible for planning, developing and implementing proposed project or program _____

Total Score: _____

Weighted Score (Total Score divided by 3 x 25%): _____

DEMONSTRATION OF FISCAL ACCOUNTABILITY (25%)

Financial statement _____

Budget, including past performance, if applicable _____

Cash flow statement _____

Total Score: _____

Weighted Score (Total Score divided by 3 x 25%): _____

PROPOSAL (50%)

Project feasibility _____ x 5% = _____

Ability to meet HTA's and County's product development
strategy and objectives relative to, but not limited to, timing,
location, niche market, and visitor impact _____ x 15% = _____

Validity of project evaluation plan (Indicators) _____ x 10% = _____

Financial need _____ x 5% = _____

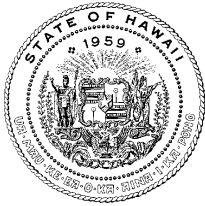
Project sustainability _____ x 5% = _____

Degree of community support _____ x 10% = _____

Weighted Score: _____

TOTAL WEIGHTED SCORE: _____

Comments & Recommendations:



Hawaii Tourism Authority

COUNTY PRODUCT ENRICHMENT PROGRAM FINAL REPORT FORM SAMPLE

GENERAL INFORMATION

Organization:	_____	Contract/ Agreement No.:	_____
Contact:	_____	Title:	_____
Project/Program	_____	Project/Program	_____
Title:	_____	Date(s):	_____
Agreement	_____	Agreement	_____
Effective Date:	_____	End Date:	_____
Phone and/or	_____	Amount	_____
Email:	_____	Awarded:	_____

Project/Program Description (include goals and objectives):

- 1) Describe how HTA's County Product Enrichment Program's funds were used for the project/program.
- 2) Complete the table below and provide a narrative description to support the data in the table. Include an explanation of why the targets were or were not attained. (Attach separate sheet as necessary.) Do not use any multipliers to calculate economic impact.

MEASURES OF PERFORMANCE

<u>INDICATOR</u>	<u>TARGET</u>	<u>ACTUAL</u>	<u>INDICATOR</u>	<u>TARGET</u>	<u>ACTUAL</u>
Number of attendees/participants to project:			Economic impact of the project on-site and statewide:		
Number of attendees/participants from out-of-state:			Number of jobs created:		
Number of first-time versus repeat visitors:			Number of businesses supported:		
Number of responses and inquiries resulting from advertising and promotional activities:			Number of impressions categorized by television and other major media:		
Number of responses and inquiries resulting from a webpage:			Number of circulation figures categorized by television and other major media:		

2) Continued:

<u>INDICATOR</u>	<u>TARGET</u>	<u>ACTUAL</u>	<u>INDICATOR</u>	<u>TARGET</u>	<u>ACTUAL</u>
Number of new business relationships and alliances established:			Estimated dollar value categorized by television and other major media:		
Number of new products and alliances developed and marketed (provide description):			Other Indicator 1:		
Economic impact from direct purchase of services on the island(s) of _____ and throughout the state:			Other Indicator 2:		
Number of sponsors (provide list and contribution below):			Other Indicator 3:		
			Other Indicator 4:		

Description and Explanation:

3) Describe how the project met HTA's and County's objectives and the organization's objectives as well.

4) Describe how this project/program could be improved.

5) Describe your next steps for this project/program.

Additional Comments:

Submitted by: _____
(Name) (Title)

(Phone) (Fax) (Date)

For Staff Use Only

Date Received by County Office: _____

Final Report Accepted by: _____
(County Product Enrichment (Date)
Program Staff's Initial)

(County Product Enrichment (Date)
Program Coordinator's Initial)

(HTA Product Development (Date)
Program's Initial)

FINAL REPORT OF ACTUAL EXPENSES AND INCOME

SAMPLE

CONTRACT NUMBER: _____

	CASH		IN-KIND	TOTAL
	HTA	Other		
Expenses				
<i>Marketing</i>				
<i>Operating</i>				
<i>Administrative</i>				
TOTAL EXPENSES				

Income		CASH	IN-KIND	TOTAL
HTA County Product Enrichment				
(Name sponsor)				
(Name sponsor)				
(Name sponsor)				
(Name sponsor)				
Organization's Contribution				
TOTAL INCOME				

I hereby certify that all financial statements represented in this final report to the County of _____ relating to Contract/Agreement Number _____ (Agreement), are accurate and that funds allocated through the HTA County Product Enrichment Program under this Agreement have been expended in accordance with the provisions set forth in this Agreement, including the budget that was made a part of said Agreement.

Organization/Contractor

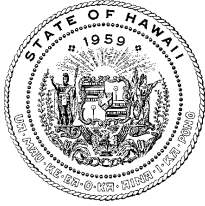
Signature

Project Title

Print Name

Date Signed

Title



Hawaii Tourism Authority

COUNTY PRODUCT ENRICHMENT FINAL EVALUATION FORM S A M P L E

GENERAL INFORMATION

Organization: _____ Contract/
Agreement No.: _____

Contact: _____ Title: _____
Project/Program _____
Title: _____
Agreement _____
Effective Date: _____
Phone and/or _____
Email: _____
Project/Program Description: _____

Project/Program _____
Date(s): _____
Agreement _____
End Date: _____
Amount _____
Awarded: _____

DELIVERABLES

ITEM	DATE RECEIVED	COMMENT
Initial Proposal		
Updated Budget, if needed		
Revised Proposal, if needed		
Proof of Matching Funds		
Valid Tax Clearance, if needed		
Schedule and/or copy of all advertising and promotional materials, if needed		
Progress Report by _____		
Final Expenditure Report		
Final Written Report		
Other:		
Other:		

1) Were HTA's funds used for the project/program per the terms and conditions of the contract?

2) Did this project meet or exceed HTA's and County's objectives for this market niche?

3) How could this project/program be improved?

4) Should the HTA County Product Enrichment Program fund this project/program in the future? Why or why not?

5) Should HTA/County work with this Contractor in the future? Why or why not?

6) Other Comments:

I certify that the Contractor is in substantial compliance with the terms and conditions of this Contract/Agreement, and that verification of these requirements has been incorporated into the HTA County Product Enrichment Program's contract/agreement files. The contractor's/vendor's tax clearance from the State Tax Office has been received and attached with the final invoice. The contract/agreement balance of \$_____ will not be required and should accordingly be transferred to the HTA County Product Enrichment Program Fund.

Reported by: _____
County Product Enrichment Program (Date)
Staff's signature

HTA Product Development Program (Date)
Staff's signature

Approved by: _____
County Product Enrichment Program (Date)
Coordinator's signature

HTA CAO/CEO's signature (Date)